

Guidelines for Recruitment Materials and Advertisements

These guidelines are provided to assist in developing recruitment materials that are in compliance with human subjects research regulations.

GENERAL REQUIREMENTS

- The protocol or project description adequately describes the recruitment method
- For printed advertisements, the final copy is being reviewed
- For audio/video advertisements, the tape is the final version

CONTENT - *The advertisement consists of information prospective subjects need to determine their eligibility and interest, such as:*

- The proposed advertising/recruitment materials specify that it is for research
- The name and contact information of the investigator or research facility
- The condition under study or the purpose of the research
- In summary form, the criteria that will be used to determine eligibility for the study
- A brief list of participation benefits, if any
- The time or other commitment required of the subjects
- The location of the research and the person or office to contact for further information

WHAT YOU SHOULD AVOID

- Stating or implying a certainty of favorable outcome or other benefits beyond what is outlined in the consent document and the protocol
- Promising “free treatment,” when the intent is only to say subjects will not be charged for taking part in the research
- Emphasizing the payment or the amount to be paid, e.g., larger or bold type
- Making claims, either explicitly or implicitly, that the drug, biologic or device is safe or effective for the purposes under investigation (for FDA-regulated research)
- Making claims, either explicitly or implicitly, that the test article is known to be equivalent or superior to any other drug, biologic or device (for FDA-regulated research)
- Using terms, such as “new treatment,” “new medication” or “new drug” without explaining that the test article is investigational (for FDA-regulated research)

SOCIAL MEDIA – *Please note that personal social media accounts may not be used for recruiting subjects for KUMC research. Contact Rachel Caldwell-Mullins in the University Communications Office for information pertaining to university branding.*